

## ABSTRACT

### MANAGEMENT STUDY OF NEW STUDENT ADMISSION SYSTEM SMK NEGERI 2 BAWANG IN THE ACADEMIC YEAR OF 2011/2012

**Arpiyan Rifai**  
**07518241004**

This study aims to investigate: (1) the effectiveness level of promotion; (2) the effectiveness level of the management; (3) the efficiency of management; (4) the quality service in SMK Negeri 2 Bawang; (5) to know effect of effectiveness promotion to efficiency.

This study is an *expost facto* study which using a quantitative approach. The respondents consisted of 25 committee members and 72 students of X class. The data collecting instruments included a questionnaire, an interview guide, and documents. The validity of the instruments was assessed by means of the item analysis using the Pearson correlation. The results of the instrument validity analysis showed that: (1) instrument to measure variable 1, of the 13 items, 2 items were not valid; (2) instrument to measure variable 2, of the 20 items, 1 item was not valid; (3) instrument to measure variable 3, of the 14 items, 1 item was not valid; (4) instrument to measure variable 4, of the 28 items, 5 items were not valid. The instrument reliability was assessed by means of the internal consistency and analyzed using the Cronbach Alpha. The results of the reliability analysis showed that all the instrument items were reliable. The analyses of the instrument validity and reliability were conducted using the computer program of SPSS 16 for windows. The data were analyzed using the descriptive statistical technique and parametric statistic using Pearson correlation and linear regression.

The results of the study show that: (1) the effectiveness of promotion in good category, with effectiveness level of 79% of the expected effectiveness; (2) the effectiveness of the management in good category, with an effectiveness level of 80% of the expected effectiveness; (3) the efficiency of the management in good category, with an efficiency level of 80% of the expected efficiency; and (4) the quality service in SMK Negeri 2 Bawang is in the good category with a service quality level of 77,9% of the expected quality level; (5) there is significant effect of effectiveness promotion to efficiency. Effect contribution for effectiveness promotion to efficiency is 77,2%, while the remaining 22,8% is explained by other unstudied variables.

**Keywords: effectiveness of promotion, effectiveness of management, efficiency management, service quality**